



City of Scottsdale
Tourism Development Commission
Regular Meeting
9:00 a.m., Tuesday, Sept 21, 2021
Hybrid Meeting
Action Minutes

PRESENT: Sherry Henry, Chairperson
Richard Newman, Vice Chair
Anna Mineer
Jeanne Alspaugh

ABSENT: Sally Shaffer
Ken McKenzie
Chris Montgomery

STAFF: Karen Churchar
Steve Geiogamah
Ana Lia Johnson
Holli Shannon
Stephanie Tippet

GUESTS: Rachel Pearson, Experience Scottsdale
Anna Blount, Longwoods International

1. Call to Order/Roll Call

Chair Henry called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. Commissioners Shaffer, McKenzie & Montgomery were absent.

2. Approval of Minutes

VICE-CHAIR NEWMAN MOVED TO APPROVE THE AUGUST 17, 2021 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).



NOTE: MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

3. Scottsdale Stadium Marketing Update

Stephanie Tippet, Stadium Supervisor, gave a presentation regarding the Scottsdale Stadium marketing.

4. Longwoods 2020 Travel USA & Return to Sample Reports

Anna Blount, Longwoods International, gave a presentation regarding the Longwoods 2020 International Travel USA & Return to Sample Reports.

5. Experience Scottsdale Fourth Quarter Update

Rachel Pearson, Vice President of Community & Government Affairs Experience Scottsdale, gave an update regarding Experience Scottsdale's fourth quarter report.

6. Electric Vehicle Charging Stations

Karen Churchard gave a presentation requesting a recommendation to City Council for Tourism Development Fund operating contingency funds in the amount of \$19,466 to install two Electric Vehicle Charging Stations in the City Hall Parking Lot and Civic Center Library Garage near Scottsdale Stadium prior to Super Bowl LVII in February 2023.

VICE-CHAIR NEWMAN MOVED TO RECOMMENDED FUNDING AS PRESENTED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

7. Event Funding Program Recommendations

Commission discussion and recommendations on the following applications for event funding:

- a) Arabian Horse Show - \$30,000
- ~~b) AZ National Quarter Horse Show - \$12,000~~
- c) The Miracle of The Roses & Fiestas Navideñas - \$14,500
- d) Desert Super Cup - \$5,000
- e) Phoenix Cup Girl's Tournament- \$5,000
- f) Phoenix Cup Boy's Tournament- \$5,000

AZ NATIONAL QUARTER HORSE SHOW PULLED FROM RECOMMENDATIONS AND WILL BE PRESENTED NEXT MONTH. COMMISSIONER MINEER MOVED TO RECOMMENDED FUNDING FOR ALL EVENTS AS PRESENTED. VICE-CHAIR NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

8. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates
 - 1. Tourism Strategic Plan – Kick-Off/Intro of Resonance, HVS & DMOproz

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma.



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9. Public Comment

There were no members of the public who wished to speak.

10. Identification of Future Agenda Items

Mr. Geiogamah stated the future agenda items will include a WestWorld update and Karen Churchard mentioned a possible Canal Convergence update.

Adjournment – 10:02 AM

With no further business to discuss, being duly moved by Vice Chair Newman and seconded by Commissioner Alspaugh the meeting adjourned at 10:02 a.m.

AYES: Chair Henry, Vice Chair Newman, Commissioners Alspaugh, and with no dissenting votes.

Next scheduled meeting is October 19, 2021



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